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# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1951

january

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february

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING, FRIDAY, FEBRUARY 16, 1951</u>			
Just Published	GLOVE COLORS FOR FALL 1951 The Glove Color Committee of The Textile Color Card Association has announced sixteen Fall shades for women's leather and fabric gloves. (Included will be: French Mocha, Shadopine, Chateau Claret, Red Mulberry, Capri Violet, Graybirch, Ink Brown, Russet Ember, Ivory Frost, Smoky Pink, Moongold, Autumn Flame, Sunlight Green, Admiral Blue, Maple, and Country Beige). Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.	THE TEXTILE COLOR CARD ASSOCIATION	200 MADISON AVENUE
Now Going On	SHOWING OF SUMMER COLLECTION Kiviette will present the Summer collection of special occasion fashions at continuous daily showings. Contact: PL. 7-8750.	KIVIETTE	15 WEST 47TH STREET SHOWROOM-3RD FLOOR
<u>WEEK BEGINNING MONDAY, FEBRUARY 19, 1951</u>			
Beginning Monday Feb. 19- March 16 9:00 A.M.- 12:00 Noon	PREVIEW OF EDITORIAL AND ADVERTISED FASHIONS Charm, "Magazine For Women Who Work," will present a preview of editorial and advertised fashions from the May "Two Weeks With Pay" issue, at daily showings, February 19 through March 16, from 9:00 A.M. to 12:00 Noon, in the Charm Showroom, 1384 Broadway. For afternoon appointments, contact: Promotion Dept., MU. 3-8910. Publicity: Addie Weinerman, MU. 3-8910.	CHARM MAGAZINE	1384 BROADWAY-CHARM SHOWROOM-20TH FLOOR
Monday Feb. 19 12:00 Noon; 5:15 P.M.	"FASHIONS TO DANCE IN" INSPIRED BY ARTHUR MURRAY Gimbels will present Butterick Patterns' dance fashions inspired by Arthur Murray and made up in Cohama fabrics, at four showings: <u>Monday, Feb. 19</u> at 12:00 Noon and 5:15 P.M.; <u>Tuesday, Feb. 20</u> at 12:00 Noon and 4:00 P.M. Press invited. Open to public. Publicity: Charline Sutton or Gay Stearns, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR AUDITORIUM
Monday Feb. 19 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Saks Fifth Avenue will present Spring fashions, designed by Maurice Rentner. Press by invitation. Public by reservation; contact: Mr. Chris PL. 5-4100, Ext. 21. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 330.	SAKS FIFTH AVENUE	PARK LANE HOTEL BALLROOM
Monday Feb. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING MILLINERY "Headlines For Spring"--presentation of Spring hats by Russeks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director and Show Commentator: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PIAZA PERSIAN ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 19	OPENING OF SUMMER SEPARATES COLLECTION Miss Doreen will present her Summer collection of blouses and evening coordinates in cool Summer fabrics and designs. Continuous daily showings for press and trade. Contact: WI. 7-0064. Publ.: Thal Spitzer, LO. 5-2674.	DOREEN ORIGINALS, INC.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Beginning Monday Feb. 19	SHOWING OF LATE SPRING AND SUMMER COLLECTION Sonia Gowns will present late Spring and Summer custom originals collec- tion of daytime ensembles, cocktail and evening costumes. Continuous daily showings. Contact: PL. 3-8242. Publ.: Thal Spitzer, LO. 5-2674.	SONIA GOWNS, INC.	25 WEST 57TH STREET SALON
Tuesday Feb. 20 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING FASHIONS Semi-annual fashion show for the press by Bloomingdale's, presenting their ready-to-wear Green Room fashions for Spring. Show promptly at 10:00 A.M. By invitation only. Publicity: Dervin O'Brien, EL. 5-5900.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Tuesday Feb. 20 12:30 P.M. Luncheon	LUNCHEON BY ADVERTISING WOMEN "Books And Authors" luncheon meeting. Subject: "Do Book Abridgements Lead to a Capsule Culture?" Speakers: H. Allen Smith, author; and Robert K. Straus, publisher of Omnibook. Price: \$3.50 for members; \$3.75 for guests. For reservations; contact: Mabel Blake, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday Feb. 20 1:00 P.M. Luncheon	RESORT & SPRING FASHIONS AT LUNCHEON Georgia Bullock of California will present her collection for Resort and Spring. Hats--Sally Victor. Gloves--Dawnelle. Jewelry--Coro. Press by invitation. Public by reservation; contact: PL. 3-0200. Georgia Bullock Contact: Terry Fry, LO. 5-4762. Sherry's Fashion Director and Publicity: Rosamund Hanscom, PL. 3-0200.	GEORGIA BULLOCK INC.	SHERRY'S-300 PARK SHERRY ROOM
Tuesday Feb. 20 3:00 P.M. Cocktails	SUMMER FASHIONS AT COCKTAIL PARTY Plattry Country Wear, Inc. will celebrate the opening of their new show- room with a fashion showing of the Summer collection of coordinated separates, designed by Greta Plattry, for press and trade. By invitation. Continuous daily showings thereafter. Publicity: Sherry Royce, CH. 4-5030.	PLATTRY COUNTRY WEAR INC.	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Wednesday Feb. 21 12:45 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON "Breath Of Spring"--Philip Hulitar's Spring gown collection will be pre- sented at a benefit luncheon for the Memorial Cancer Center Unit. Furs-- Gunther Jaeckel. Hats--Aranka. Jewels--Harry Winston. Price: \$3.25, with rummage. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Philip Hulitar Publ.: Mollie Baldwin, MU. 4-1822, or LE. 2-4281. Pierre Fashion Dir.-Comm.: Nola Luxford, TE. 8-8000.	PHILIP HULITAR	HOTEL PIERRE COTTILLION ROOM
Wednesday Feb. 21 1:00 P.M. Luncheon	SHOWING OF ADELE SIMPSON FASHIONS De Pinna will present Adele Simpson's Spring fashions. Press by invita- tion. Public by reservation; contact: Teddy, EL. 5-3000. De Pinna Publ.: Elena Turner, MU. 8-2000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA SERT ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 22	WASHINGTON'S BIRTHDAY (Thursday--Legal Holiday).		
Friday Feb. 23 6:00 P.M.	SHOWING OF FLEXEE FOUNDATION FASHIONS Namm's will show Easter fashions with Flexee Foundations. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR
Monday Feb. 26 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Saks Fifth Avenue will present a Spring collection designed by Nettie Rosenstein. Press by invitation. Public by reservation; contact: Mr. Chris, PL. 5-4100, Ext. 21. Saks Fifth Ave. Publ.: PL. 3-4000, Ext. 330.	SAKS FIFTH AVENUE	PARK LANE HOTEL BALLROOM
Tuesday Feb. 27- March 1 9:00 A.M.- 5:00 P.M.	PRESS & TRADE SHOWINGS: CALIFORNIA FASHIONS Showings for the press and trade of a cross section of California merchan- dise--sportswear, suits, millinery, sweaters, suedes and jewelry. Contact: Mary Marsh, PL. 7-5809; or <u>after Feb. 20</u> Mary Thacker, EL. 5-3000.	CALIFORNIA DESIGNERS & MANUFACTURERS	WALDORF-ASTORIA ROOM TO BE ANNOUNCED
Tuesday Feb. 27 9:30 A.M. Breakfast	PRESS PREVIEW OF CAREER GIRL FASHIONS Hearn's will present a breakfast preview of Spring fashions for the career girl. By invitation only (please use the 5th Avenue entrance). Publicity: Doris Norman, OR. 5-5000, Ext. 493 or 266.	HEARN'S (5TH AVE. & 14TH ST.)	2ND FLOOR EXECUTIVE OFFICES
Cancelled Feb. 27	PRESS PREVIEW BY DAN RIVER MILLS, ORIGINALLY SCHEDULED FOR FEB. 15 AND THEN POSTPONED TO TUES., FEB. 27, AT 10:00 A.M., HAS BEEN CANCELLED.		
Tuesday Feb. 27 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM COLLECTION Callot Soeurs will present the custom collection for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Callot Soeurs Publ.: Mary Marsh, PL. 7-5809. Ritz- Carlton Fashion Publ.: Marion Morrison, MU. 8-3000.	CALLOT SOEURS	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Feb. 27 4:00 P.M. Cocktails	PRESS PREVIEW OF AT-HOME FASHIONS The press will be invited to a cocktail preview of Royal Robes collection of at-home fashions and Terry robes for the beach. By invitation only. Publicity: Mollie Baldwin, MU. 4-1822, or LE. 2-4281.	ROYAL ROBES	16 EAST 34TH STREET SHOWROOM--6TH FLOOR
Wednesday Feb. 28 12:45 P.M. Luncheon	SPRING SUITS & COATS AT LUNCHEON SHOWING Seymour Fox will present a collection of his suits and coats for Spring. Jewelry--Coro. Scarves--Glentex. Dog toggery--Saks Fifth Avenue. Dogs-- Dogs, Inc. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Seymour Fox, Coro, Glentex Publicity: Ann R. Silver Assoc., MU. 7-8654. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	FOX & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 28 1:00 P.M. Luncheon	FRENCH MILLINERY AT LUNCHEON SHOW "Quelle Est L'Originale"--showing Spring millinery from Paris and Saks 34th St. copies. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Saks 34 St. Publ.: Frances Eisner, LA. 4-7000, Ext. 445. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA SERT ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 28 2:30 P.M.	PRESS PREVIEW: SPRING READY-TO-WEAR FASHIONS Presentation for the press of ready-to-wear fashions for Spring by Jay Thorpe. By invitation only. Publ.: Elaine Kanners, JU. 6-1000, Ext. 104.	JAY THORPE	4TH FLOOR
Wednesday Feb. 28 2:30 P.M.	SPRING MILLINERY FASHION SHOWING Presentation by Martin's of a collection of Spring millinery. Press invited. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
Wednesday Feb. 28 4:00 P.M. Cocktails	PREVIEW: SUMMER SPORTSWEAR COLLECTION Anna Licht will present her Summer collection of sportswear, bathing suits, separates and coats, at a cocktail preview for the press. By invitation only. Publicity: Roberta Miles of Cannon-Miles, PL. 3-7072.	ANNA LIGHT	171 WEST 57TH ST. SHOWROOM
Thursday March 1 1:00 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON Rosette Pennington will present fashions for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Fashion Show Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA PERSIAN ROOM

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS  
PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Thursday March 1	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Monday March 5	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday March 5	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.	TE. 8-8171
Tuesday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday March 6	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT	PL. 3-4000
Wednesday March 7	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD	EL. 5-6800

Friday March 2 2:30 P.M.	PRESS PREVIEW OF FRENCH MILLINERY Gimbels will present a private press preview of American reproductions of French millinery originals. By invitation only. Show will be repeated on Monday, March 5, at 2:30 P.M. and 6:00 P.M. Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR AUDITORIUM
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Saturday March 3 10:30 A.M.	SHOWING OF SPRING FASHIONS FOR TEENS Press invited. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 5	MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 11:00 A.M. (See Pg. 4).		
March 5	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 4).		
Beginning Monday	INTERNATIONAL FLOWER SHOW	HORTICULTURAL SOCIETY AND N.Y. FLORISTS	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
March 5- March 10	Theme of the thirty-fifth International Flower Show will be "Gardens For Town and Country". The exhibit will include a display by the Fragrance Foundation, designed by Tom Lee, depicting the history of the fragrance industry. Opening March 5 at 12:00 Noon; daily thereafter from 10:00 A.M. to 10:30 P.M. Admission (tax included): \$1.50 for adults; 75¢ for children. Publicity: Korbelt and Colwell, PL. 9-7340.		
Beginning Monday	SEVENTH ANNUAL ANTIQUES SHOW	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN EXPOSITION HALL
March 5- March 11	The seventh annual National Antiques Show will include a display of antique-through-modern examples of lingerie, hosiery and millinery fashions from the collection of Charles Lederman; also displays of modern and antique jewelry. The lobby will be decorated by Scalandre Museum of Textiles, showing fabrics from 50 famous American homes. Beginning Monday, March 5 at 1:00 P.M. to 11:00 P.M. daily; concluding Sunday, March 11, from 1:00 P.M. to 7:00 P.M. Admission: \$1.50 (tax included). Publicity: Walter Kaner Associates, PE. 6-0380.		
Beginning Monday	ANNUAL AMERICAN TOY FAIR	TOY MANUFACTURERS OF THE U.S.A.	HOTEL NEW YORKER & HOTEL McALPIN
March 5- March 16	The forty-eighth annual American Toy Fair will be held at the Hotels New Yorker and McAlpin; also the permanent showrooms at 200 Fifth Avenue, and 1107 Broadway, beginning Monday, March 5 through March 16. Over 1200 exhibitors will present samples of a wide variety of toys. Publicity: Ruth Millard, OR. 5-1141.		
March 6	HENRI BENDEL'S CUSTOM COLLECTION FOR THE PRESS AT 10:30 A.M. (See Pg. 4).		
Tuesday March 6 12:15 P.M. Luncheon	PARIS REPORT AT LUNCHEON MEETING	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
	The Fashion Group will present its Paris Report at the Members' Monthly Luncheon Meeting. Bettina Ballard, fashion editor of "Vogue", will report on French Spring collections. Highlights of the collections will be shown. Commentator: Betty Downey, fashion editor of "Glamour". Program Chairman: Eleanor W. Howard. Price (including tax and tip): \$4.50 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI.7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		
March 6	SAKS FIFTH AVENUE CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Pg.4).		
Beginning Tuesday March 6 7:00 P.M.	"FUNDAMENTALS OF PUBLICITY" COURSE	PUBLICITY CLUB OF NEW YORK	HOTEL SHELTON LEX. AVE. & 49TH ST.
	The Spring semester, fifth consecutive term of "Fundamentals Of Publicity" course, sponsored by the Publicity Club of New York, will begin Tuesday, March 6 at 7:00 P.M. and continue for ten weeks through May 8. Fee for course: \$15.00. Contact: Publicity Club of N.Y., Room 208, The Hotel Shelton, Lexington Ave. and 49th Street, PL. 5-4000.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 6- March 7	SEMI-ANNUAL LEATHER SHOW Thirty-eighth semi-annual leather show, with 90 booth spaces displaying new leathers and colors for Fall and Winter (1951-1952). Contact: Tanners' Council, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA FOUR BALLROOMS
Wednesday March 7 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring collection to the press at Gunther Jaeckel. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON-3RD FLOOR
Wednesday March 7 12:45 P.M. Luncheon	"FASCINATION & FLOWERS" LUNCHEON FASHION SHOW Presentation of Spring fashions by Else Fritz, coordinated with floral table settings by Patricia Roberts, at a benefit luncheon show. Rummage required for admission. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Else Fritz Contact: EL. 5-5038. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ, INC. (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 7 1:00 P.M.	SHOWING OF SPRING FASHIONS AT LUNCHEON De Pinna will present fashions from the Spring collection of Mollie Parnis. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. De Pinna Publicity: Elena Turner, MU. 8-2000, Ext. 126. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA SERT ROOM
Wednesday March 7 2:30 P.M.	SEMI-ANNUAL SHOE STYLE CONFERENCE A committee of magazine fashion editors will present costumes for country, city, late day, and evening wear, with emphasis on fabrics, colors and silhouettes which may influence Fall and Winter shoe design. Chairman: Nancy White, fashion director of "Good Housekeeping". For free tickets, contact: Nat'l Shoe Retailers Ass'n., 274 Madison Ave., MU. 6-7520.	NATIONAL SHOE RETAILERS ASS'N	WALDORF-ASTORIA STARLIGHT ROOF
March 7	BONWIT TELLER'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 4).		
Wednesday March 7 4:00 P.M.	FASHION SHOW OF LANELLA FABRICS Year 'round all-purpose fashions for men, women and children will be presented to the press and trade by Rayon & Cotton Corporation, distributors of Lanella, a Swiss fabric. By invitation only. Publicity: Edith Dunn Boyle of Anderson & Cairns, Inc., PL. 3-5200.	RAYON & COTTON CORPORATION	HOTEL PIERRE ROOF GARDEN
Thursday March 8 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOWING Laddie Northridge will show a collection of Spring millinery at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Northridge Publicity: Donna Cannon, of Cannon-Miles, PL. 3-7072. Show Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA PERSIAN ROOM
Thursday March 8 3:00 P.M. Cocktails	PRESS PREVIEW: SPRING CUSTOM-ORDER FASHIONS Spring collection of custom-made gowns for daytime and evening wear will be presented by Farquharson and Wheelock to the press. By invitation only. Publ.: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELLOCK	23 WEST 57TH STREET SALON



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 8 4:00 P.M. Cocktails	FASHION SHOW OF DOLLS "Fashion Show of Dolls" and presentation of the Fashion Academy Gold Medal Award to Madame Alexander of Alexander Doll Company at a cocktail party for the press. By invitation only. Publ.: Claire A. Wolff, LO. 4-7230.	ALEXANDER DOLL CO.	200 FIFTH AVENUE SHOWROOM
Thursday March 8 7:30 P.M.	SECOND COURSE: PUBLICITY WORKSHOP The second course of ten lectures, emphasizing publicity and promotion methods in fields of interest to women--Fashion, Food, Cosmetics, Home Furnishings, and Industry. <u>First session</u> : "Scope of Publicity in Women's Fields", basic procedures, tools, techniques, media, lists, contacts, reference and information sources. Speaker and Director: Ellen Lind. Fee for series: \$20.00. Contact: Henrietta Gilbert, Publicity That Reaches The Woman, 1068 Second Avenue, MU. 8-1837.	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.
Saturday March 10 11:00 A.M.	SHOWING OF TEEN FASHIONS Namm's will present a showing of teen fashions for Easter, in cooperation with "Seventeen" magazine. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR
Monday March 12 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Luncheon showing of Stein & Blaine's custom-order collection, coordinated with furs; also interpretations of Paris creations. ( <u>Note Change of Date</u> ). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE	HOTEL PLAZA PERSIAN ROOM
Monday March 12 2:00 P.M.	SHOWING OF PARIS IMPORTS & COPIES Russeks will show a collection of Paris imports and adaptations of the fashions. Press invited. Open to public. Publ.: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday March 13 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Jonai will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Contact: PL. 5-3500. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday March 13 4:30 P.M.	PRESS SHOWING OF SPRING LINGERIE Dutchess Underwear Corporation will invite the newspaper fashion editors to a special showing of Madame Tewi's Spring collection, available in leading stores. By invitation. Publ.: Alice Steindler, LO. 5-2780.	DUTCHESS UNDERWEAR CORP.	350 FIFTH AVENUE SUITE 630
Wednesday March 14 12:45 P.M. Luncheon	SPRING FASHION SHOW DURING LUNCHEON "Feminine Charm"--Boue Soeurs will present a showing of Spring gowns. Hats--Madame Gella. Furs--Phil Gottlieb-Sattler. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Boue Soeurs Contact: PL. 3-8270. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BOUE SOEURS (9 EAST 54TH STREET)	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 14 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Easter millinery collection will be presented during luncheon by Milgrim. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Wednesday March 14- June 6 7:00 P.M.- 8:40 P.M.	WRITERS' AND EDITORS' WORKSHOP The City College Adult Education Program is offering a twelve-week work-shop, to be conducted by Beatrice Schapper. Actual practice in preparation of material for editors of trade, special interest, professional, and popular magazines, with how-to-do-it guidance. Fee: \$15.00. Contact: Adult Education office, City College, Convent Avenue & 139th St., N.Y.C.	CITY COLLEGE ADULT EDUCATION PROGRAM	42ND ST. PUBLIC LIBRARY-ROOM 115
March 15	FEDERAL INCOME TAX DUE (Thursday).		
Thursday March 15 12:45 P.M.- 2:00 P.M. Luncheon	CUTEX LUNCHEON & RECEPTION FOR PRESS Northam Warren Corporation, makers of Cutex nail polish, will invite the press to a luncheon reception to celebrate their Fortieth Anniversary. By invitation only. Publ.: Dolly Whitehead, J.M. Mathes, Inc., LE. 2-7458.	NORTHAM WARREN CORP.	HOTEL PIERRE ROOF
Thursday March 15 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Mimi Tuthill will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Mimi Tuthill Publ., Show Comm., Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL (50 EAST 50TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday March 15 4:30 P.M. Cocktails	PRESS PREVIEW: EASTER MILLINERY Presentation to the press of Mme. Dieu's custom-made hats for Easter and after. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MME. DIEU	110 EAST 70TH ST. (TOWN HOUSE)
March 17	ST. PATRICK'S DAY (Saturday).		
March 18	PALM SUNDAY.		
Monday March 19 1:00 P.M. Luncheon	SHOWING OF PARIS ORIGINALS & COPIES Presentation of Paris originals by Desses, Fath, Gres, Griffe, Piguet, and others--with Gimbels adaptations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. This showing will be repeated on <u>Monday, March 19 at 6:00 P.M.</u> ; <u>Tuesday, March 20</u> , and <u>Wednesday, March 21 at 2:30 P.M.</u> at Gimbels 3rd Floor "Fashion Row". Open to public. Publicity: Charline Sutton, or Gay Stearns, LO. 5-1500, Ext. 600.	GIMBELS	HOTEL PLAZA TERRACE ROOM
March 21	FIRST DAY OF SPRING (Wednesday).		
March 23	GOOD FRIDAY.		
March 25	EASTER SUNDAY.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 26 3:00 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING Sydell-Marie-Yates will present a benefit showing of Spring and early Summer custom order suits, dresses, cocktail, dinner, evening and bridal gowns. By invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday March 28 12:00 Noon Luncheon	"LACE IS FASHION" BENEFIT SHOWING The Lace Institute will present lace fashions in dresses, lingerie and accessories at a benefit luncheon for the Women's Auxiliary of the Flower and Fifth Avenue Hospital. Commentator: Maggi McNellis. Price: \$15.00. For reservations; contact: Mrs. A. P. Matusow, JE. 8-4460, or Mrs. M. Sagarra, TR. 7-5677. Tavern-On-The-Green Publicity: Laura Moser, SG. 4-8100. The Lace Institute Publicity: Gladys Steiner, MU. 9-1630.	THE LACE INSTITUTE	TAVERN-ON-THE-GREEN 67 & CENTRAL PK. W.
Wednesday March 28 12:45 P.M. Luncheon	"FRESH FASHIONS-FRESH FACES" LUNCHEON SHOW Special showing of Dan River fabrics in teen-age fashions from stores to be announced; and Pond's make-up for young girls. Skol "Sun-Time" Bag-- Roger Van S. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Dan River Publ.: Peg O. Bender, BR. 9-7802. Pond's and Skol Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000, Ext. 305. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	DAN RIVER MILLS; & POND'S EXTRACT CO.	HOTEL PIERRE COTILLION ROOM
Wednesday March 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Furs for late Spring and early Summer designed by Aronowicz, Castillo and other Paris couturiers. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Aronowicz Contact: Annette Meyer, PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ, INC.	WALDORF-ASTORIA SERT ROOM
Wednesday March 28 4:00 P.M.	"INSPIRATIONAL PREVIEW" FABRIC FASHION SHOW Velvet, corduroy and velveteen showing by Crompton-Richmond. Imported fashions: Hardie Amies of London; and Alwynn, Pierre Balmain, Jean Desses, Jacques Fath, Gres, Jacques Griffe, Hermes, Jeanne Lanvin, Manguin, Jean Patou, Robert Piguet and Schiaparelli, of Paris. American fashions: Fira Benenson, Lilly Dache, Howard Greer, Philip Hulitar, Irene of Hollywood, John Frederics, Don Loper, Marusia, Elizabeth Phelps. By invitation only. Publicity: Murrow McCurnin, LO. 4-2900.	CROMPTON-RICHMOND CO.	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday April 2- April 5	INTERNATIONAL BEAUTY SHOW FOR 1951 Annual four-day series of beauty and fashion events. Contact: Marjorie Fisher, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW	MANHATTAN CENTER 8TH AVE. & 34TH ST.
Beginning Monday April 9- April 20	ADVANCE FALL FOOTWEAR SHOWINGS The Guild of Better Shoe Manufacturers will show their Fall collections in individual manufacturers' showrooms. Members are: Andrew Geller, Fox Shoe Co., Beleganti, Jerro, Marino, I. Miller, Newton Elkin, Palter DeLiso, M. Wolf, Zuckerman & Fox. Also, <u>the press is invited to see a composite display of highlights from the collections in the Guild's offices at the Shelburne Hotel, Lex. Ave. &amp; 37th St. By appointment. Publicity: Doris Beechman, MU. 9-5200.</u>	GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS; & GUILD OFFICE



BALLET...MOVIES...MUSIC...TELEVISION...THEATRE

Friday TELEVISION: "THE KATHI NORRIS SHOW" WNBT, CHANNEL 4  
 Feb. 16; Feb. 16: Mr. Harry Berger, president and designer of the firm manufactur-  
 Feb. 23 ing "Tommies" pajamas will present new fashions in sleepwear. Feb. 23:  
 12:00 Noon Kathi Norris will interview, Virginia Pope, fashion editor of the N.Y.  
 Times, who will talk about The Fashion Institute of Technology, training  
 school for the fashion industry. Publicity: Babs Doniger, PL. 3-1742.

Friday TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2  
 Feb. 16; Feb. 16: Spring fashions designed by Tina Lesser of Edwin H. Foreman, Inc.  
 Feb. 23; Feb. 23: Maurice Rentner will present his Spring collection. Feb. 26:  
 Feb. 26 A collection of Spring costumes by Omar Kiam of Ben Reig. Publicity:  
 3:30 P.M. Helen Brattrud, PL. 5-2000.

Monday OPENING: "RAZZLE DAZZLE" ARENA THEATRE, 234 WEST 47TH ST.  
 Feb. 19 Madeline Capp and Greer Johnson, in association with David Heilweil and  
 Derrick Lynn-Thomas, will present the first musical revue in-the-round.  
 Stars: Pat Carroll, Lee Goodman, Kate Friedlich. Director: Edward Reveaux.  
 Setting and Costumes: William Riva. (Note Change of Date). Publicity:  
 Richard Denenholz, PL. 7-0186.

Week SIXTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.  
 Of Program: Mon. Eve., Feb. 19: Wagner's TRISTAN UND ISOLDE. Wed. Eve.,  
 Feb. 19 Feb. 21: Mozart's THE MAGIC FLUTE. Thurs. Eve., Feb. 22: Strauss' DIE  
 FLEDERMAUS. Fri. Mat., Feb. 23: Mozart's THE MAGIC FLUTE. Fri. Eve.,  
 Feb. 23: Verdi's DON CARLO. Sat. Mat., Feb. 24: Strauss' DER ROSEN-  
 KAVAILER. Sat. Eve., Feb. 24: Rossini's IL BARBIERE DI SIVIGLIA.  
 Publicity: Margaret Carson, PE. 6-1200.

Beginning SECOND WEEK: N.Y. CITY BALLET COMPANY CITY CENTER, 131 WEST 55TH ST.  
 Tuesday Program: Tues. Eve., Feb. 20: THE GUESTS, LA VALSE, SYLVIA: PAS DE DEUX,  
 Feb. 20- SYMPHONY IN C. Wed. Eve., Feb. 21: JINX, BAISER DE LA FEE, MAZURKA,  
 Feb. 25 FIREBIRD. Thurs. Eve., Feb. 22: THE DUEL, SERENADE, PRODIGAL SON, BOURREE  
 FANTASQUE. Fri. Eve., Feb. 23: ILLUMINATIONS, CARD GAME, ORPHEUS, SYM-  
 PHONY IN C. Sat. Mat., Feb. 24: THE GUESTS, JINX, AGE OF ANXIETY,  
 FIREBIRD. Sat. Eve., Feb. 24: ILLUMINATIONS, DIVERTIMENTO, BAISER DE LA  
 FEE, BOURREE FANTASQUE. Sun. Mat., Feb. 25: DIVERTIMENTO, ORPHEUS, THE  
 DUEL, LA VALSE. Sun. Eve., Feb. 25: MOTHER GOOSE SUITE, AGE OF ANXIETY,  
 SYLVIA: PAS DE DEUX, SYMPHONY IN C. Publicity: Philip Bloom, CH. 4-5185.

Tuesday OPENING: "THE HIGH GROUND" 48TH STREET THEATRE, 158 WEST 48TH ST.  
 Feb. 20 Albert H. Rosen will present a new melodrama written by Charlotte Hastings.  
 Stars: Margaret Webster, Tom Helmore and Leueen MacGrath. Director: Herman  
 Shumlin. Setting & Costumes: Peggy Clark. Publ.: Bill Doll, JU. 2-4976.

Wednesday OPENING: "THE KING OF FRIDAY'S MEN" PLAYHOUSE THEATRE, 137 W. 48TH ST.  
 Feb. 21 Michael Grace will present the Irish comedy by Michael J. Molloy, starring  
 Walter Macken, Rex O'Malley and Frederic Tozere. (Note Change of Date).  
 Director: John Burrell. Settings, Costumes and Lighting: Stewart Chaney.  
 Publicity: Marian Byram and Phyllis Perlman, CI. 5-9151.

Friday PREMIERE: "U.S.S. TEA KETTLE" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.  
 Feb. 23 Twentieth Century-Fox presents a story about a Navy ship and the trouble  
 the 90-day wonder crew had in keeping her running. Stars: Gary Cooper  
 and Jane Greer. Producer: Fred Kohlmar. Director: Henry Hathaway.  
 Wardrobe: Charles Le Maire. Publ.: Elizabeth Eisenhart, CO. 5-3320. -10-